

COMMONWEALTH OF KENTUCKY
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

SOUTH CENTRAL BELL TELEPHONE)	
COMPANY'S PROPOSED TARIFF FILING ON)	CASE NO.
APRIL 8, 1992, TO INTRODUCE A NEW)	92-162
OFFERING: ELECTRONIC WHITE PAGES)	

O R D E R

This matter arising upon petition of BellSouth Telecommunications, Inc. d/b/a South Central Bell Telephone Company ("South Central Bell") filed April 8, 1992 pursuant to 807 KAR 5:001, Section 7, for confidential protection of the cost support information developed in connection with its proposed tariff for its new service called Electronic White Pages on the grounds that disclosure of the information is likely to cause South Central Bell competitive injury, and it appearing to this Commission as follows:

South Central Bell proposes to offer a new directory assistance program presently referred to as Electronic White Pages. Subscribers to this program will be able to retrieve telephone listing information through a computer terminal without the assistance of a directory assistance or information operator. The new service will duplicate the existing directory assistance white page listing. By this petition, South Central Bell seeks to protect as confidential the cost data developed in support of the proposed service.

The information sought to be protected is not known outside of South Central Bell and is disseminated within South Central Bell to only those employees who have a legitimate business need to know and act upon the information. South Central Bell seeks to preserve and protect the confidentiality of this information through all appropriate means.

KRS 61.872(1) requires information filed with the Commission to be available for public inspection unless specifically exempted by statute. Exemptions from this requirement are provided in KRS 61.878(1). That section of the statute exempts 10 categories of information. One category exempted in subparagraph (b) of that section is commercial information confidentially disclosed to the Commission. To qualify for that exemption, it must be established that disclosure of the information is likely to cause substantial competitive harm to the party from whom the information was obtained. To satisfy this test, the party claiming confidentiality must demonstrate actual competition and a likelihood of substantial competitive injury if the information is disclosed. Competitive injury occurs when disclosure of the information gives competitors an unfair business advantage.

While the proposed service is not being offered in this state at this time, South Central Bell faces potential competition with other utilities that have customer databases, as well as other carriers who may decide to provide the service on a regional or national basis. Potential competitors could use the information to evaluate the market and to determine the feasibility of

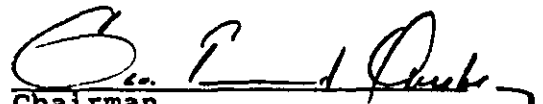
offering a competing service. The information therefore has competitive value and should be protected as confidential.

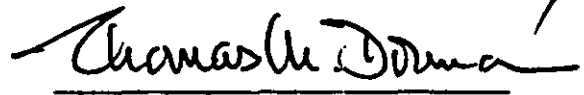
This Commission being otherwise sufficiently advised,

IT IS ORDERED that the cost information developed in connection with the proposed tariff for Electronic White Pages, which South Central Bell has petitioned be withheld from public inspection, shall be held and retained by this Commission as confidential and shall not be open for public inspection.

Done at Frankfort, Kentucky, this 5th day of May, 1992.

PUBLIC SERVICE COMMISSION


Chairman


Vice Chairman


Commissioner

ATTEST:


Executive Director, Acting